

## COMMUNICATING ABOUT ANIMAL BIOTECH:

Lessons from Two Decades of Crop Biotech Communication

"The single biggest problem in communication is the illusion that it has taken place" George Bernard Shaw

Any mention of GMO evokes strong emotions and varied opinions

### THE MISSES

### 2.Knowledge deficit theory

Factors affecting acceptance:

- Cultural beliefs
- Ethical values
- Lack of inclusivity
- 4. Over-claimed benefits
- GMOs will feed the world
- GMOs are a silver bullet to ending hunger and poverty

- 1. Process versus GM product attributes
- No balance between what the public wants to know versus what they need to know



#### 3. Use of technical jargon

- Impeded correct interpretation of technology
- Heightened anxiety on useful innovations

# 5. Scientists and regulators sat back allowing 'others' to miscommunicate

 Created room for misinformation, half-truths, myths and mistrust to spread

### LESSONS AND STRATEGIES



# Lesson 1: Trust is king!

Without public trust, potential of new bio-innovations will not be realized!

### Strategy:

• Develop responsive messages that affirm stakeholders' values



# Lesson 2: Address stakeholder complexity

### Strategies:

- Conduct stakeholder analysis and netmapping to understand various needs and/or concerns
- Manage stakeholders with conflicting expectations



# Lesson 3: Frame animal biotech narrative

### Strategies:

- Apply storytelling techniques when communicating with non-technical audiences
- Use appropriate images

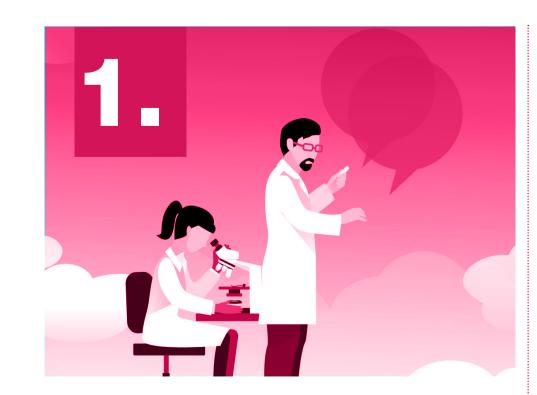


# Lesson 4: Understand the gap

### Strategies:

- Simplify language to suit target audience
- Begin with the bottom line "So What?"

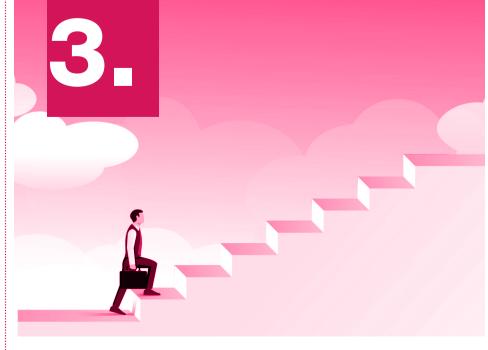
### **GETTING IT RIGHT: BEST PRACTICES**



Leverage credible experts as spokespeople, show integrity and shared values – *Scientists can no longer sit back!* 



Connect animal biotech interventions to sustainable development goals



Start from evolution of genetic improvement, not revolution. This will help manage stakeholders expectations



Demonstrate benefits and values that align with public desires



Share analogies and visuals that people relate to when communicating about animal biotech